

FEW CONSTRUCTORS SURVIVE DEMANDS

Continued from Fifth Page.

and has been operating here ever since. Nearly everybody who follows the real estate market takes interest in the affairs of the St. John's Park Realty Company, and especially in its youthful director, James H. Crunkshank, who, with his partner, William D. Kilpatrick, has taken a leaf out of the book of even the oldest operators and builders. This is the concern which has been instrumental in placing old Greenwich Village back on the real estate map. In spite of advice and of refusals by builders to take over and improve property in that section they went ahead with big building operations which have resulted most successfully and seem to have started the firm on the road to great prosperity.

Mr. Crunkshank owns 35 years. Until about six years ago he and his partner conducted a small real estate and insurance brokerage business, dealt with builders, and when such a customer purchased a property made an effort to get him a building loan. For a long time they looked upon Greenwich Village as a logical place for a certain type of improvement and they wanted no time telling operators and builders just what the game was. But the fellows who had money to spend in improving Manhattan Island either were too busy in apartment or business districts that were growing fast, so Mr. Crunkshank and his partner worked a long time before they found any one who took them seriously. Even now after they have made a success of their venture there are many builders who tell of how they passed up opportunities to reap the profits the Crunkshank firm has made. When finally they did get a builder to undertake an operation in the Greenwich section they obtained a building loan for him and saw him started on the work. But he had a bad time of it from the start and it was not long before he was in such difficulties that it became necessary for Crunkshank & Kilpatrick to take over the property and complete it if the money loaned was not to be lost and the property sold in foreclosure, and this was not to be thought of for the loan had been obtained from relatives of the brokers.

The upshot of it all was that they borrowed more money to look over the property, completed the building and sold it at a substantial profit. Their contention was proved and from that moment they decided that they would themselves do the buying and building which others had refused to undertake. That was six years ago. Today they are rated as wealthy. They are making more money fast. They build factory and loft buildings only and of these they have erected about twenty. Their procedure is to purchase the cheapest well located land they can find and put up on it a building which will be suitable for one large concern. Practically all their structures are of eight stories and either corner or whole block fronts. Their largest and most important operation is the building they are just completing on West Fourth street between Horatio and Gansevoort streets, which measures 288, 182 feet at its base. This has been leased for a long time of years to the Riker & Hageman Company on terms which provide that they shall pay for every change against the property except the interest on the mortgage.

The str these young men have made in old Greenwich is nothing short of remarkable. They have taken right away from old established districts such concerns as the American Tobacco Company, the General Electric Company and A. K. Lippman & Co., big concerns. In all their operations they have lost money but once and that was when they undertook a building outside of their favorite section.

Readers of the daily papers were informed during the last week that Commodore Arthur Curtiss James had purchased from Lee & Fleischmann the big apartment house at the corner of Fifth avenue and Eighty-first street for a price away up in the millions. It is said to be the finest apartment building in the world and it was built and owned by two young men who started out in business life in making real estate speculations. They have erected about thirty structures, office and loft buildings and apartments. They do everything on a big scale and their buildings are considered among the finest in the city. Both Lee and Fleischmann are native New Yorkers. Mr. Lee is a son of the son of the Fleischmann of broad line fame. He and his partner, Mr. Lee, were fellow students at the New York Law School and upon being graduated formed a law partnership. Part of their business consisted in handling building loans for clients. They made many such loans to builders and on one occasion the builder failed and to protect their interests Lee and Fleischmann were compelled to take over the uncompleted structure and put the finishing touches to it. That was the beginning of their departure from the practice of the law. Their original success was so great that they decided to continue building and now, though they still prefer to be known as lawyers, their principal business consists of purchasing well located land, improving it with the very best building that can be erected and selling for profit.

Their buildings are without doubt the finest of their kind in the city. The Fifth avenue apartment house sold last week is only one illustration of their work. In office buildings their most notable creation being the Centurian Building on Broadway between Twenty-eighth and Twenty-ninth streets adjoining the Hotel Breslin.

In their Fifth avenue apartment house they astonished the whole real estate fraternity of New York. Lee & Fleischmann erected that building for the very wealthy folks who lived about Fifth avenue in large, roomy homes. They built it on the basis that apartments would rent for from \$10,000 to \$25,000 each, and few people believed it was possible to get enough tenants to make the house a go. When, however, Senator Elihu Root and Senator Murry Guggenheim, each took one of the most expensive suites and other well known people signed up for smaller apartments the success of the venture was in sight and people began to commend the young builders for their skill and foresight.

The entrance of Bing & Bing into the building field was much after the manner of Lee & Fleischmann. They too were practicing lawyers, who from time to time participated in the operations of their clients, channeling through advancing money in the form of building loans. About twelve years ago they decided to operate on their own account and began the construction of some

moderate sized high class apartment houses. They have been building ever since. Leo Ling estimates the production of his firm at about forty buildings. While they have followed apartment house construction principally they have erected a few loft buildings, the principal one of which is at Broadway and Twentieth street, on the former site of the Continental Hotel.

Greatest pride in the firm centres, however, in the seventeen story apartment house which they completed recently at Park avenue and Seventy-ninth street. It is not only the highest house of its kind in the city, but it takes rank with that at Fifth avenue and Eighty-first street in construction, conveniences and attractiveness.

Among the big builders of New York none has had a more romantic past than has George Backer, whose work is to be found on either side of Fifth avenue from Seventeenth to Fifty-fifth street. In the six years during which he has been building he has erected a garden of the city's finest structures. He builds big, expensive loft buildings and moderate sized apartment houses with small suites.

Backer was 17 years old when he came to this country from Russia. His first employment was as a newsboy in Memphis, Tenn., from which work he graduated to be a grocery clerk as soon as he could understand English. It was only a few years later, during the declining of the recent land boom, that he heard of him as a rising young real estate broker. During the last five years of the boom he says he earned almost \$200,000 in commissions.

One day one of his friends suggested that they form a small building company and do a little building. Backer advanced his money and his partner gave a note for the amount. The partner was a builder, but it did not take Backer long to realize that there was much for local builders to learn about building if they were all like his associate. Backer dropped all other work in an effort to make the operation a success, and soon found that he cared more for the construction than the brokerage end of the business. He has devoted all his time to building since then. He has been a pioneer in the uptown commercial section.

Mr. Backer looks upon his building at Madison avenue and Thirty-second street as his greatest achievement. His

John A. Sherman's Home at Kensington



friends told him he was doing an unwise thing when he leased the land and erected the structure. They probably are no better paying building in the section to-day and the builder realized a good profit on it. Many others, noting Backer's success, have followed his lead.

Right now Mr. Backer is engaged in rebuilding Fifty-fifth street from Fifth avenue to Broadway. That formerly was a street of stables which had little attraction for builders. He looked on it, however, as a favorable spot. He figured that the stables would have to go pretty soon and that in their places would be high class modern buildings. The stables were not of much value and so property could be purchased at reasonable figures. He was of the opinion also that Fifty-fifth street was a good place for small apartments such as men would like who lived outside the city for most of the year. So he made up his buildings of three, four and five room apartments and made the buildings comparatively small, so that they would be suitable to investors with limited means. How great his success has been can be measured by the fact that he has sold four such structures, completing another and has just purchased a site for still another. In one of the houses he sold six bankers make their homes. In most of his operations Mr. Backer has for partners the law firm of Arnstein & Levy.

Another immigrant boy who has come to be a power in the local building world is Joseph Brody of the firm of Brody, Adler & Koch. He came from Russia at the age of 16 with a fair education and sufficient knowledge of English to be able to write it, but not to speak it. By application and hard work he quickly mastered the tongue and then entered New York University, from which he received the degree of civil engineer. Mr. Brody is the proud possessor of a Phi Beta Kappa key.

As an engineer he acted frequently for property owners and builders and in that way obtained an insight into the building business. About eleven years ago he joined forces with his present partners and erected the nine story commercial building at the southeast corner of Wooster and Houston streets. Before undertaking that operation Mr. Brody saw that the money obtained on loan was deposited in the bank where it would be available when wanted and that has been his procedure ever since. He also makes a practice before undertaking an operation to go most carefully and deeply into every item of income and expense so that before his building is completed he may know to a dollar what it will cost and what the return will be. In the eleven years he has been building and in the more than twenty structures he has erected he has never lost a dollar and has had no worry over the outcome of an operation. He builds on the theory that if a buyer does not appear at once for his property his income from rents will be large enough to satisfy him. His buildings seem to sell, however, about as fast as he can build them.

Mr. Brody takes greatest pride in the Pennsy Building on Thirty-second street and in the Laramie Court apartment on Seventy-ninth street. He is just completing a fine office building on Beaver and New streets which he thinks will be finer than anything he has done.

Many of the residents of the section about Riverside Drive and 116th street can thank Dr. Charles V. Paterno for the fine apartments they occupy. He was the pioneer in that section and through his operations there has come

to be regarded as one of the leading apartment house builders in the city. Dr. Paterno thinks that his finest building is the one he has just completed at the corner of Seventh avenue and Fifty-eighth street. His entry into the building business has an air of romance about it.

Dr. Paterno was born in Italy thirty-seven years ago and five years later was brought to this country by his parents. He was graduated from the New York public schools and then went through the freshman and sophomore classes at the College of the City of New York. Deciding to study medicine, he entered Cornell medical college, from which he was graduated in 1899, and after completing his hospital course was about to start practicing when his father, John Paterno, died, leaving a building under construction, which Dr. Paterno and his brother Joseph completed. This was their first building operation.

The brothers later formed the corporation of Paterno Bros., from which Dr. Paterno withdrew three years ago to form the Paterno Construction Company. Since their first operation in 1899 Dr. Charles V. and Joseph Paterno have erected about \$35,000,000 of buildings in this city. One of the doctors' recent operations was the Paterno, at the north corner of Riverside Drive and 116th street, which he sold last summer to a realty company controlled by Benjamin N. Duke.

Goldberg & Kramer, who have put up some of the largest and best of the commercial buildings in the new uptown wholesale section, were brokers and realty operators until a few years ago. They have erected all told about twenty structures, the finest of which probably is that at 11 East Twenty-sixth street, on the north side of Madison Square. They started building in a small way and have branched out into one of the city's greatest building concerns.

Some years ago they owned some lots on the east side of Amsterdam avenue between 163d and 164th streets, which they decided to improve with five story flats. The operation was highly successful. Their first real prominence came from selling the McConnell Building on East Twenty-second street six months after its completion for all cash. That operation, which really took in two buildings from 13 to 21 East Twenty-second street, was their first commercial venture, and they have been working along these lines ever since.

Julius Tishman is one of the few builders now active in New York who brought some knowledge of construction to this city. In his native Russian Poland he built tenements, though of course not the kind to be found here. Mr. Tishman came to this country thirty-two years ago and by the time the real estate boom began here had amassed enough capital to speculate in real estate from which he took considerable money in profits. It was in 1904 that he first turned his attention to building here, starting with modern tenements on the lower East Side when that section was being made over following the enactment of the present tenement house law.

Mr. Tishman made a fine job of building but corner buildings and to build only the very best type of house. The result of it was that he was able on most occasions to sell his buildings readily, frequently before they were completed. To know that a house was built by Tishman was enough for most East Side investors.

When the boom left the East Side Mr. Tishman moved with it and the establishment of activity on the middle West Side in the eighties, nineties and hundreds following the opening of the subway found him there. Every year has seen one or more high class apartment houses turned out by him, each one a little better than its predecessor. The building he completed last at West End avenue and 101st street, was sold before completion solely as a result of its superior construction.

Mr. Tishman never uses the name of a realty company, but always builds in his own name. He has five sons who are following him in the profession. Each one has taken up a different branch of the business and together they form about the most formidable group of builders in the city.

There are a few of the men who, through their skill and their insight into the conditions and needs of New York, have reaped profits which compare well with, if they do not surpass, the profits had from other professions. There are a few more names which could be added to the list, such as that of Harry Schiff, a builder of big West Side apartments; George F. Johnson, Jr., whose activities in both Manhattan and The Bronx make him one of the leading constructors; I. Randolph Jacobs, another who is building up the West Side, and the Pullerton-Weaver Company which within a few years has come to be recognized as among the best apartment builders. Probably there are a few more who have been overlooked by the writer, but their number is not large.

EFFECT OF ELECTRIFICATION.

The McKnight Realty Company reports a largely increased demand for home sites at the Estates of Great Neck since the electrification of the Port Washington Branch of the Long Island Railroad has brought the North Shore within easy commuting distance. They have sold two plots fronting on Ridge Drive East and Prospect Place North, having an area of 34,786 square feet to F. E. Hinman; plot 115,375x108.82 on the corner of Stewart Drive and Ridge Drive East, plot 101,681x133.95, and another 116x116.55 on the north side of Ridge Drive East, 423 feet from the corner of Bay View avenue. A. Selbold and W. E. Eganston were the purchasers. On the south side of Cedar Drive they sold a plot 125,783x131, irregular, a plot 125,993x93.88xirregular on the south side of Maple Drive, near the corner of South Drive, and two plots on the east side of Myrtle Drive and the corner of Cedar Drive.

Tree Butchering.

Looking back over the files of a magazine with which the writer was connected at the time I find a communication complaining of tree butchering. "I believe that man has never been quite reconciled to the effects produced by natural law," says the writer, "and therefore it is not so much to be wondered at that he attempts an improvement, as it is strange that he so extensively misapprehended the nature he would change. Pictures of things are shadows, and not things substantially, to bring shadows to correspond to the substances they represent requires a certain light to fall upon them at certain angles of direction, but the substance itself is its only true picture. Nature produces both the plant and the man, and if her laws were known there should be no conflict, everything that attains to perfection must find location and space in which to develop without conflict. If a tree has this, and in the direction of all its branches maintains the same, it seems reasonable that attempts at improvement would be merely a misconception of natural law. If the effect to be produced by a tree be beauty in itself this law should be complied with, but if the intended effect be to harmonize an aggregation of plants that which would conflict in its several parts must be anticipated by the artist and the evil nipped in the bud. An art gardener should be wise not so much in his own conceit as in a sense of the laws of nature. To this kind of an artist, looking off a tree where the stem or branch has attained the thickness of a man's arm or thigh, for instance, is very shocking to the senses, but to cut where the branch has attained the size of one's body kills both the artist and the tree—as it should do! To use a homely phrase, 'it makes my blood run cold' to catch a 'butcher' up a tree that I conceive to be a work of innumerable nature, armed with saw and pruning ax, working for wages. And no one can pass many suburban homes, especially at the present time and stage of this raging disease, and not witness that these murderous deeds have been done, not to one here and there but to scores and hundreds of trees and numerous homesteads."

Trees Ruined by Improper Pruning.

How much longer will the trees last in the parks of New York city? Many of the trees have been shamefully mutilated. The past week the gangs of pruners were out again with ladders

GARDENING NOTES

FOR THE SUBURBAN AND COUNTRY HOME

Do not fall to start a cold frame before it is too late. If you have the room you will find it a source of pleasure and profit, producing flowers and vegetables all winter long. By the use of double glazed sashes you can have splendid lettuce, beets, radishes, etc., without the use of artificial heat. The frames are neat and will not detract from the appearance of the grounds about the house.

Now is a good time to give lawns a light top dressing of fine rich soil, mixed with old manure and a little sand. Prepared stable manure, alphanhumus or mak-gro fertilizer may be used in place of raw manure. This can be repeated twice or three times within the next month if the ground does not freeze, and the lawn will be benefited accordingly.

Improving Soil of Gardens.

Trenching is the most thorough process of breaking up and improving the soil of gardens. In making a garden in new ground turning over the surface with a shovel is poor gardening, and if best results are desired will only bring disappointment.

Trenching means a regular and systematic process of digging. The operator works in straight lines across the plot or bed. Commence by taking out the soil to a depth of eighteen or twenty-four inches and about fifteen inches wide. Transfer the whole of the soil to the further end of the plot to be trenched. Then go back and make another trench the same width, but only half the depth of the first and transfer the soil as before. Then make the soil from the bottom of the second trench forward into the bottom of the first trench. Then step back and commence another trench, throwing the top soil of this third trench forward to fill the first trench right up level with the surface.

This is the simplest process of trenching. The soil should be dressed with manure according to requirements, a heavy dressing for vegetables, and something lighter for flower borders. Where the ground is clayey let it rough during the winter, so the frost and rain may work on the lumps and pulverize them. Then in the spring go over the ground with a fork and bring it to a level surface.

A dressing of lime over the surface, at the rate of about two bushels to the acre, will be very beneficial on new land or where the manuring has been heavy. It may be on the ground during the winter and be forked in just before planting season in the spring.

From Photo by Manson Whitaker Co.

A Perfect Elm.

A New Method of Fertilizing Fruit Trees.

An account given in *Revue Horticole* of a method for fertilizing fruit trees with artificial fertilizers recommends drilling with a crowbar holes about two inches in diameter and eight to twelve inches deep and about two feet in a circle around the tree, at a distance from the trunk equal to the length of the branches. In each hole is placed about 1½ ounces of complete



Mutilated Shade Trees, Wyomissing, Pa.

and saws. The only idea they seem to have is to cut off wood from some where and on this basis certainly earn their wages. Nearly every elm has been headed in until the beautiful, natural, round heads of the trees have been entirely destroyed and the maimed trees show tops of great awkward limbs cut off to short stumps, resembling maimed war veterans. The work of destruction has been going on for years.

The smaller illustration is from a photograph of an elm tree in Central Park and is a fair example of the butchery that has been practiced on the trees. The street view was taken in Wyomissing, Pa., showing how beautiful shade trees on one of the streets of that city were destroyed by incompetent workmen. Work of similar character may be seen on Broad street, Newark, N. J., and in other cities. The large illustration shows a perfect elm in all its natural beauty, so you can understand how badly improperly pruned trees have been abused.

When trees seem to require pruning learn how to do the work properly or be careful to employ some one who really knows how, to do the work for you.

Coming Exhibitions.

Rochester, N. Y.—Fourth flower show of the Rochester Florists Association in Convention Hall, Nov. 4 to 8. H. B. Stringer, secretary, 24 Stone street, Rochester, N. Y.

Stamford, Conn.—Exhibition of the Westchester (N. Y.) and Fairfield (Conn.) Horticultural Society, Nov. 7 and 8. J. B. McArdle, secretary, Greenwich, Conn.

Baltimore, Md.—Maryland Week Exhibition, under the auspices of the Maryland State Horticultural Society, in connection with other associations, Nov. 17 to 22, 1913, at Fifth Regiment Armory.

A reader of *Gardening Notes* suggests that quite as good results may be obtained by merely top dressing pot plants as by the more laborious repotting in autumn and spring.

Make up a rich compost of good loam, well rotted, prepared manure such as is sold by seedsmen, one part sand and a little bonemeal and mix thoroughly. With a pointed stick loosen one inch of the surface soil in the pot and shake it out. Then add half an inch of the fresh compost and sprinkle over it a small quantity of a good plant fertilizer and finish off with more compost, making all firm by forcing down with the thumbs, and give a good watering.

MAK-GRO ODORLESS PLANT FOOD AND EARLY CROP ODORLESS FERTILIZER.

Prepared especially for House Plants, Flowers, Shrubs, Lawn and General Home Culture.

A potent, odorless, High Grade Plant Food, making a fertilizer for the highest grade of plants and vegetables in available form and in easy application.

Sold in quantities from one pound (in tin) to one ton.

For sale by all leading Seedsmen and up-to-date New York Department Stores.

If you desire dealer or supply you write us direct.

CONSUMERS FERTILIZER COMPANY.
Tombacoe Bldg., 420 St. & B'way, New York City.

WONDERS OF THE ORIENT.

Or Old Boreling, Hare.

AIR PLANTS.

Guaranteed to bloom without water.

BULBS for Fall Planting. Hyacinths, Tulips, Crocus, Daffodils, Snowflakes, etc., etc.

Many more interesting products. Write for Booklet.

Herrmann's 34th St. Seed Store.
140 E. 34th St., near Lexington Ave.

Well Water Users. Our business is to find water in well wells of any depth. If you want water write us. **MANHATTAN HYDRAULIC CO.** 100 N. 3rd St., N. Y.

FERNES.

Buy your stock in any quantity, direct from the grower delivered to you in perfect condition. I offer the fine New Whitman's Ferns, Boston, Roosevelt and Scott's ferns in pots 5 inches in diameter and larger sizes, at prices that will surprise you. Write for information, prices and guarantee. Also get prices on the exclusive in a inch pots.

A. A. GANNETT.
Wholesale Grower,
GENEVA, N. Y.

MONEY IN APPLES?

Certainly, if your trees are in first class condition. Let us help you to profit by pruning your orchard this winter. Write us for early booklets.

GEORGE F. RICHARDS,
Secorville, Conn.

Caldwell Tanks and Towers.

are built to give lasting service. Tanks are of best material, built with steel towers, and are guaranteed to last. These tanks are leak proof, rust proof and fire proof. Ask for illustration, catalogue and prices. Write to us on Long Island.

W. E. CALDWELL CO.,
Incorporated,
Louisville, Ky.,
New York Sales Agent,
Feiber, Engineering Works,
103 Park Ave.,
New York City.

Grow Violets This Winter.

You can grow violets, pansies, mignonette or any other of your favorite flowers in this miniature glass garden. Just fill it with rich fertile soil, plant your seeds and the winter sun does the rest. There is genuine pleasure in watching things grow. There is far greater satisfaction in raising flowers and vegetables in your own garden patch when Nature all about you slumbers under a blanket of frost and snow.

Lettuce, radishes, Swiss chard and beets yield profitable winter crops when grown in these frames. Start spring seedlings early and have large healthy plants weeks before your neighbors who lack your foresight.

LUTTON SASH FRAMES made in 2, 3 and 4 sash sizes; single or double glazed. Any size pays for itself with a single crop and gives years of profitable service. Frames furnished with or without sash. Carefully crated and shipped ready for use. Stored away compactly in summer.

I want you to have pamphlet D. It describes these frames and how to use them. I know it will interest you. Many city parks and private estates are mighty proud of their LUTTON PATENTED GREENHOUSES.

WILLIAM H. LUTTON, 260-265 Kearney Ave., Jersey City, N. J.